

## **`Ideation Phase**

### **Prepare Empathy Map**

<b>Date</b>	<b>19 September 2022</b>
<b>Team ID</b>	<b>PNT2022TMID46206</b>
<b>Project Name</b>	<b>WEB PHISHING DETECTION</b>
<b>Maximum Marks</b>	<b>4 Marks</b>

### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behavior and attitudes .It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who's experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

# EMPATHY MAP:

